

CALIFORNIA DEPARTMENT OF CHILD SUPPORT SERVICES

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**IMMEDIATE RELEASE****December 5, 2002**Contact: Mike Botula, Public Information Officer
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(916) 464-5188**CALIFORNIA DEPARTMENT OF CHILD SUPPORT SERVICES AND
NATIONAL FOOTBALL LEAGUE TEAM UP TO HIGHLIGHT
"RESPONSIBLE FATHERHOOD" CAMPAIGN*****Oakland Raiders and San Francisco 49ers Players Serve as Fatherhood Role Models***

SACRAMENTO—National Football League (NFL) stars from the Oakland Raiders and San Francisco 49ers have teamed up with the California Department of Child Support Services (DCSS) in its seventh annual "Responsible Fatherhood" campaign to encourage parents to take active roles in their children's lives.

Oakland Raider Rod Woodson, and San Francisco 49ers Jeff Ulbrich and Bryant Young appear along with their children on specially designed football trading cards and posters that highlight the "Responsible Fatherhood" message.

"Woodson, Ulbrich and Bryant are accomplished athletes who provide positive role models for young fathers," said DCSS Director Curt Child. "We're excited to have these fathers and their teams' commitment to help us increase the public's awareness about just how important dads are in the lives of their children."

The "Responsible Fatherhood" trading cards and posters will be distributed to fans at the Oakland Raiders home game on Sunday, December 22. Raiders Safety Rod Woodson will be honored with a commemorative plaque in a special pre-game ceremony to recognize his participation in and support of the campaign. The San Francisco 49ers players Jeff Ulbrich and Bryant Young were honored at a home game on Sunday, December 1. The NFL Responsible Fatherhood posters and trading cards are also being distributed to local child support agencies in all 58 counties, and will be provided to California schools.

During the spring and summer, the "Responsible Fatherhood" campaign will focus on responsible fathers who play for California's Major League Baseball teams. In the fall, fathers from the state's NFL teams carry the campaign's message.

For more information about California's Child Support Services Program or the "Responsible Fatherhood" campaign, log on to DCSS web site at <http://www.childsup.ca.gov/>.

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